



UPDATE

Montana Department of Commerce

Governor's Conference Set To Open March 24: Program Update

The stage is set for Montana's Tourism and Recreation Partners to gather in Helena for the 2003 Montana Governor's Conference on Tourism and Recreation. J. Walker Smith, President, Yankelovich, Inc., one of the nation's leading market research firms, will open the conference on Monday, March 24, with a "big picture" look at the attitudes and interests of today's travelers. On Tuesday, March 25, the day begins with a discussion of how to strengthen the Agriculture and Tourism Partnership for the benefit of both industries. Presenters for this session include: Dean Folkvord, Wheat Montana; Shelly Carroccia, Sweet Grass Ranch and the Montana Ranch Vacation Association; Lill Erickson, Corporation for the Northern Rockies; and Ralph Peck, Director, Montana Department of Agriculture.

One of the new features in the 2003 agenda are small group "Round Table" discussion sessions during the final break out session series each day. This format encourages groups of 10-12 interested people to discuss and share ideas on specific topics.



The groups are assisted by a facilitator and, in most cases, a resource person knowledgeable in this area. Each group will have a recorder to take notes that will later be placed on the Governor's Conference website for future reference and use. Participation in a group is on a first come, first serve, you-choose-your-topic basis.

Monday Roundtables, 3:30-4:50 p.m.

Create Weekend, Shoulder Season Getaway Packages

Resource: Joe Veneto, *The Opportunity Guy*
Facilitator: Cyndy Andrus, Bozeman CVB

Create Packages/Destinations for Families

Resources: Tom & Diane Jaffa, JAFFA Marketing & Travel Services
Facilitator: Marlee Iverson, Travel Montana, Department of Commerce

Marketing to Montanans: Effective Ways to Attract Our Neighbors to Their Own Backyard

Resources: Shari Nault, Billings Cultural Partners
Facilitator: Betsy Baumgart, Montana Promotion Division

We Want (Need) New Customers: What's worked for you in developing new business?

Resource: Kimberly Roth, Southgate Mall, Missoula
Facilitator: Linda Anderson, Glacier Country Tourism Region

The ABCs of Printing and Promotion: Getting The Most Out of Your Publication Dollar

Resource: Connie Kenney, Butte/Silver Bow CVB
Facilitator: Carol Edgar, Flathead CVB

Agriculture-Tourism Partnership: What's Happening (or could happen) in My Area?

Facilitator: Gayle Fisher, Russell Country Tourism Region

Tuesday Roundtables, 3:10-4:30 p.m.

Nature Tourism—Montana's Opportunities

Resource: Ted Eubanks, Fermata Inc.
Facilitator: Dave Sharpe, MSU Extension

Agriculture-Tourism Partnership: What's Happening (or could happen) in My Area?

Facilitator: Cyndy Andrus, Bozeman CVB

Packaging Rural Montana

Facilitator: Meredith Haverfield, WestCoast Hotels, Kalispell

Group Marketing: How to Get The Bus to Stop at My Door?

Resource: Tom & Diane Jaffa, JAFFA Marketing & Travel Services
Facilitator: Marlee Iverson, Travel Montana, Department of Commerce

For entertainment, the Montana Historical Society and Montana Tourism Coalition are hosting a reception and auction on Monday night, March 24, from 6-9 p.m. at the Historical Society headquarters, 225 Roberts. Tuesday night, Montana singer/songwriter Jack Gladstone shares songs, stories and images of his Blackfeet culture, Montana and the world around us.

We look forward to seeing you in Helena for the Governor's Conference on Tourism and Recreation. The full agenda is available on our Intranet site: <http://travelmontana.state.mt.us>.

ABA Leads Come Home

Over 500 American Bus Association (ABA) operators from the United States and Canada gathered recently in Indianapolis, IN, for its annual convention. Marlee Iverson, Department of Commerce, Travel Montana's Group Travel specialist, had appointments with over 30 tour operators. Leads from this event are on our Intranet site at www.travelmontana.state.mt.us/OURPROGRAMS/meetingsconventions.

Contact Marlee at 406-841-2895 or e-mail marlee@visitmt.com if you have questions.

Did You Know?

- Missoula, Montana, is the U.S. city with the best summer climate (as rated by Custom Weather) according to AAA *Mountain West Home & Away*.
- Billings' NILE ProRodeo is a featured question on the newest version of the board game Trivial Pursuit, 20th Anniversary Edition. The question can be found in the "sports" category of the game and reads "What does Montana's annual NILE rodeo call its sheep-riding competition – Lamb Scrammin', Mutton Bustin' or Sheep Leapin'?" The answer: Mutton Bustin'.

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The Value of Ink

According to the Department of Commerce, Travel Montana Publicity Team, over \$2,100,000 worth of "free" publicity was generated in three months alone last year. This program assists travel writers, journalists, and television producers by hosting fam tours, providing photographs, and generating story leads.

Ad Opportunities

■ Ad space is available in the Montana Meeting Planners Guide for businesses wanting to reach the meeting, conventions, and incentive travel markets. Advertising space is limited and available on a first-come, first serve basis. If you are a new advertiser and want to receive rate information, contact Marlee Iversen at 406-841-2895 or marlee@visitmt.com.

■ If you have a business offering services or accommodations for Montana's winter visitor, Montana's Winter Guide has advertising opportunities for you! Rates and ad information packets will be sent out by the end of March. New businesses who wish to be included in the mailing should contact Bev Veneziano at 406-841-2898 or bev@visitmt.com.

Film Office Stats 2002

Feature Films.....5	TV.....31
Commercials.....15	Documentaries5
Short Films1	Industrials8
Stills11	TOTAL.....76
Estimated Revenue\$6.8 million	

Montana Makes Delightful Dozen

Montana is one of the top twelve states chosen as the best places to vacation in the United States according to a recent survey of travelers. Montana's ranking on the list is attributed to its outdoor beauty, activities, well-maintained lodging and attractions, and weather according to NFO Plog Research of NFO WorldGroup.

"States on this list set the bar for others who want to compete for leisure and business travelers," said Scott Ludwigsen, NFO Plog's Executive Vice-President. He added that states making the list must be doing a good job of attracting visitors with marketing and advertising and taking good care of travelers during their stay. NFO Plog's Satisfaction Index measures satisfaction with the vacation experience rather than just counting the number of visitors to each destination.

Teen Fishing Opportunity

Trout Unlimited is offering twelve lucky Montana students the opportunity to attend the 2003 Yellowstone River Conservation and Fly Fishing Camp, June 13-16, 2003, near Emigrant, MT. There is no fee to attend as Dome Mountain Ranch is generously sponsoring food and lodging, and equipment is being donated by other members of the fly fishing industry.

According to Rob Roberts, Youth Program Coordinator for Trout Unlimited, they are looking for motivated youth who are excited about listening to presentations from experts on water quality, watershed management, trout

habitat, insect life, and other interesting topics. Students do not need to know how to fly fish, but must be willing to learn.

To apply, students must be between 12 and 16 years of age and write a one-page essay on why he or she should be selected to attend the camp. Send the essay, student name, complete address and phone number, date of birth, and the name, address, and telephone number of a teacher or counselor to: Rob Roberts, Trout Unlimited, 1500 Wilson Blvd, Suite 310, Arlington, VA 22201. For more information contact Rob Roberts at rroberts@tu.org or (703)284-9424. Applications must be received by March 30, 2003.

Alternative accessible formats of this document will be provided to disabled persons on request.

Calendar of Events

March

- 4-6 Media Event in Paris (*International*)
- 7-12 ITB Trade Show—Berlin, Germany (*International*)
- 24-25 Governor's Conference on Tourism and Recreation—Helena, *Colonial Hotel*
- 25 MTRI Directors' Meeting

April

- 11-13 Locations Trade Show 2003—Los Angeles, CA (*Montana Film Office*)

May

- 28-30 "Confluence of Cultures" National Lewis & Clark Symposium—Missoula

June

- 1-3 Tourism Advisory Council Meeting—Kalispell, *WestCoast Outlaw Hotel*

For all of the latest Montana tourism industry information log on to:
travelmontana.state.mt.us.



Travel Montana • Montana Film Office
Montana Department of Commerce

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